

80216

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson Art Unit: 3688

Serial No.: 09/885,970

Filed: June 21, 2001

For: METHOD AND SYSTEM FOR
CREATING ADVERTISING BOOKS

Attorney

Docket No.: 80216

DECLARATION OF Yuan Zhang 张媛

Assistant Commissioner for Patents
Washington, D.C. 20231

GENERAL (All Affiants)

Sir:

I, Yuan Zhang 张媛, make the following statements based upon my own personal knowledge and experience.

- (1) I have received a Computer Science B.S. degree from the Hua Zhong University of Science and Technology located in Wuhan, China. I am currently receiving a Masters Degree in Information Systems from the DePaul University located in Chicago, IL USA. I currently reside in the City of Chicago.
- (2) I am currently employed by Paramount Homes, ZMA, Inc. and AdBook LLC and related companies associated with Bruce A. Fogelson, and have been so employed since 2008. I am a part-time employee and part time student and my employment counts as an internship toward my education.
- (3) I have career experience in Web Development and systems maintenance. I have worked for "The Jay Group" in Chicago for systems upgrading and

programming.

- (4) I have web-design and computer experience at DePaul University as the Computer Systems Service technician for the DePaul Housing Services Department - The Intra-net communications for staff and students.
- (5) I am one of the principal web-designers for the web-site known as www.AdBookOnLine.com. An example of the www.AdBookOnLine.com web-site is attached as exhibit A.
- (6) The www.AdBookOnLine.com solicits potential "Ad-book" users through an on-line application which asks both standard or typical questions as well as specific questions about potential charity or group "ad-book" usage. These key questions help qualify prospective users and also develop a data-base of information that can be used to profile a plurality of prospects by mathematical inference such as average group size, average charity "ad-book" price-point. A representative sample of these web-site - e-mail generated results is attached as group exhibit B.
- (7) In working with Bruce Fogelson, his companies and on the www.AdBookOnLine.com site. I have done considerable research on the methods and practices found (or not found) with regards to the "Ad Book" on-line concept expressed in the above referenced U.S. Patent application.

AD BOOK ADMINISTRATORS Vs. COMMERCIAL PUBLISHERS

- (8) The user or customer being solicited by www.AdBookOnLine.com is the prospective beneficiary for the above referenced Patent Application is a not-for-profit entity or group that regularly engages in raising funds for charitable purposes.
- (9) I am not a professional or personally familiar with the charitable and not-for-profit work, professional associations and communities, particularly with respect to "Ad-Books" for raising funds for charity in a variety of

circumstances, though I have been doing research to become skilled in the art of providing technology to meet the needs of such groups.

- (10) In my work with the Bruce Fogelson and www.AdBookOnLine.com I have become familiar with the use of ad books for raising funds for charitable institutions and the practices and methods currently employed by groups to solicit, compile and publish such charity projects. In my experience I have not yet found a method or service, like www.AdBookOnLine.com or the proposed U.S. Patent, which is designed to automate the process for a group or plurality of such groups.
- (11) I believe that those who purchase "ads" in ad books by or directed to charities and or not-for-profit groups are made principally for purposes of charitable giving to the group (as opposed to advertising for commercial or for profit purposes). I believe that commercial advertising is clearly understood and seen to differ from both the intent and nature of "ads" for charities which may be compiled in a bound form by and or for the not-for-profit group.
- (12) I have found that those who produce ad books for charities and not for profit groups usually have very little or no evidence of technical, computer or on-line / internet based or relevant business experience in either "ad-books" or commercial advertising or publishing. It would seem obvious to me that only such as year to year are members of the group, and not paid professionals, regularly engaged in "armature" or non-commercial publishing or ads such as in the group charity "ad-book".
- (13) I have come to believe that sales of ad books for charity or not-for-profit groups are generally directed to group members, family, friends or neighbors of the group, volunteers, or related parties.
- (14) I have observed that the "ads" are taken and/or processed by the donors or "advertisers" and/or

by volunteers onto paper forms that can be mailed or posted by the group, but, by contrast, not by a unified form or technical web-based form that can serve a plurality of separate groups, particularly electronically and/or via the world wide web or Internet.

- (15) I have been one of the designers and technical developers of an electronic form that can be used over the Internet and serve one or a plurality of charities, groups or not-for-profits or their members, family, friends, supporters, etc. I believe that this is a new, unique, and novel application of on-line applications for this field and a novel aspect of the U.S. Patent that is referenced above and the subject of my work at the direction of Bruce Fogelson and www.AdBookOnLine.com. A copy of the "Electronic Ad-Book Form" in development is attached hereto as exhibit C.
- (16) I have not found that the ads are taken or processed by the donors, "advertisers" and or volunteers onto an electronic, automated or on-line system in any way similar to the method described in the Patent Pending or as suggested in exhibit C above. My work on the "Electronic Ad-Book From" for Bruce Fogelson is work-for-hire and at the direction and supervision of Mr. Fogelson who is the sole owner of all rights there to.
- (17) I have found that ads taken by or for the not for profit group or by its volunteers, may be taken typically in any form such as an alphanumeric sequence, or by profession or topic, the actual "ad" in an group's ad-book are usually published in order of how much the advertiser (donor) paid. Thus, the example full-page ads are placed before half page ads and half page ads are before quarter page ads. Further distinctions of greater donation are exemplified by gold-page ads are placed before silver-paged ads, and silver-page ads are placed before plain-paper ads. That this sequencing further exemplifies the intent of the ad and the group that the ad is donation among donors as opposed to an advertisement

placed in order for a consumer to reference. I/ we are working toward the "Electronic Ad-Book Form" to accommodate these stipulations and distinctions which I believe unique and novel.

(18) I have come to find that ad books are generally created using manual processes because the unique one-at-a-time or once-a-year or very small print-run of group ad-books is cost predicative for groups that are not, in fact, in the commercial or publishing as their basic or core business. By contrast, the "Electronic Ad-Book Form" and other methods and practices envisioned and developed and developing by Bruce Fogelson will be a novel approach to providing one computer-driven and electronic form which can be both standardized and customized to serve a plurality of groups or not-for-profits using the internet and or e-mail or other forms of electronic communications as opposed to the traditional single page paper form.

(19) I have found that ads placed in ad books need to accommodate words, messages and or images that are not the same or equivalent to commercial advertising because of the differences in the content of the ad books and also because of the way that ad books are presented and also to the mostly unsophisticated members, family or friends of the group who do not have, want or need commercial advertising services, but who frequently may want or need the most simple method of input for laudable statements or messages of affinity or support, which are not similar to commercial advertising by design or intent or method of delivery.

AD BOOK PRINTERS

(20) I am familiar with the "AdBook OnLine" topic to which this DECLARATION is made and have seen and helped develop the www.AdBookOnLine.com introductory web-site. I am familiar with "Ad-Books" for charity and or not-for-profit groups generally, as opposed to commercial publications or for-profit advertising or advertising or coupon books. I have known and considered "Ad-

Books" to mean those for or by a charity and or not-for-profit and their "ad's" to indicate principally laudable statements and or statements of support, affinity or to indicate a donation or contribution to the group. My statements herein refer to "ads" and "ad-books" in terms of those designed for and or by charity and or not-for-profit groups (as opposed to for-profit publishing and or advertising to the general public)

- (21) As I have seen and studied the many forms of technology it seems to me that the "ad book" concept has remained the stagnant and practically the same for decades. I have seen nothing as new or novel as what is presented in the above referenced U.S. Patent Application or my work on www.AdBookOnLine.com or the related electronic forms, as a way for an organization, let alone a plurality of organizations to raise money for its cause.

WED DEVELOPERS

- (22) I am familiar with the "AdBook OnLine" topic to which this DECLARATION is made and have seen the www.AdBookOnLine.com introductory web-site. I am familiar with "Ad-Books" for charity and or not-for-profit groups generally, as opposed to commercial publications or for-profit advertising or advertising or coupon books. I have known and considered "Ad-Books" to mean those for or by a charity and or not-for-profit and their "ad's" to indicate principally laudable statements and or statements of support, affinity or to indicate a donation or contribution to the group. My statements herein refer to "ads" and "ad-books" in terms of those designed for and or by charity and or not-for-profit groups (as opposed to for-profit publishing and or advertising to the general public).
- (23) In my experience in the enterprise computing consulting services or in my education I do not recall any project similar in nature to Ad Book LLC's or its unique and complex technical needs.

(24) It is my belief that due to the unique and novel nature of Ad Book LLC's business and the unique and novel nature of its web site, electronic processes, computer systems, as well as interface with such machinery as printers or payment methods, the cost of developing and implementing it is considerably higher than it would otherwise be if it were not unique and novel. I have personally been paid for some of this work and the work continues.

I hereby make this DECLARATON as an individual with my own personal knowledge and opinion, and not on behalf of any group, employer or organization. With this DECLARATION I do not endorse any product or service.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 03/05/2009

Yuan Zhang
Affiant Yuan Zhang

03/05/09
[Signature]

Exhibit

C

group logo

- group name -

group logo

ADBook Order Form

- Group Notes -

----- Fold Here -----

AD BOOK ADVERTISEMENT SIZES

☐ Gold - \$\$\$

☐ Silver - \$\$\$

☐ Paper - \$\$\$

☐ ½ Page - \$\$\$

☐ ¼ Page - \$\$\$

☐ Biz Card - \$\$

☐ Listing - \$\$

☐ Message - \$\$

☐ Donor - \$\$

Attach your ad here:

Company/Display Name: _____

Website URL: _____

Phone: _____ Email: _____

Online Term: ☐ 6 Months ☐ 12 Months

----- Fold Here -----

Name: _____ Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Fill in your Credit Card information to fulfill your pledge
or attach check and mail to:

Name on card: _____

Credit card number: _____

Expiration Date: _____ Sec. Code: _____

Organization Name
Address
City, State Zip

THANK YOU!

ADBook Order Form

Upload your
group logo here

--Organization Name--

Your group logo
goes here

Upload

Put your Organization name here

Input your group notes here:

----- Fold Here -----

AD BOOK ADVERTISEMENT SIZES

Gold page price: \$

Silver page price: \$

Paper page price: \$

1/2 page price: \$

1/4 page:\$

Biz Card:\$

Listing:\$

Message:\$

Doner:\$

Attach your AD here

Company/Display Name:

Website URL:

Phone:

Email:

Online Term: ☐ 6 Months ☐ 12 Months

----- Fold Here -----

Name: _____ Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Fill in your Credit Card information to fulfill your
pledge or attach check and mail to:

Name on card: _____

card number: _____

Expiration Date: _____ Sec. Code: _____

Organization Address: _____

City: _____

State: _____

Zip: _____

THANK YOU!

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Generate the form

Electronically Generated
Web-DOC FOR ONLINE PLURALITY
OF USERS - Exhibit C Pg 2 of 8.

Yuan Zhang
03/05/2009

This is the code for Adbook Form

Yuan Zhang
03/05/2009

```
test_yuan[1]
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">

<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
<title>Form</title>

<style type="text/css">
<!--
.STYLE1 {
    font-family: Verdana, Arial, Helvetica, sans-serif;
    font-weight: bold;
    font-size: 24px;
}
.STYLE2 {font-family: Verdana, Arial, Helvetica, sans-serif}
.STYLE5 {font-size: 12px;}
-->
</style>
</head>
<body style="font-family: Verdana, Arial, Helvetica, sans-serif;">
<center>
<form action="form2.php" method="POST">
<table width="700" style="border-style:solid;border:1px black;" cellpadding="10px">
<tr>
<td>
<table width="680" cellpadding="2px">
<tr>
<td><table border="0" width="100%" height="140">
<tr>
<td width="30%" valign="center" style="padding-left:15px"><div align="center"
style="margin:10px 5px 3px 30px;width:100px;height:50px;border:solid
1px;padding:5px;">
Upload your group logo here
</div><input type="text" name="logopath" size="15"/><input type="submit"
value="Upload" /><br />
</td>
<td width="50%"><div align="center">
<p align="center" class="STYLE1">ADBook Order Form</p>
<p><strong>--Organization Name--</strong></p>

<p>
<input type="text" name="gname" size="36" value="Put your Organization name
here"/>
</div></td>
<td><div align="center" style="margin:10px 30px 10px
15px;width:100px;height:50px;border:solid 1px;padding:3px;">
<p>Your group logo goes here</p>
</div></td>
</tr>
</table></td></tr>
<tr>
<td style="padding:5px 10px 10px 20px"><div align="center" height="100">
<textarea name="gdescript" cols="70" rows="5" id="gdescript">Input your group
notes here:</textarea>
</div></td>
</tr>
<tr>
<td> <div align="center" class="STYLE2">-----
Fold Here -----</div></td>
</tr>
</table>
```

CONFIDENTIAL

test_yuan[1]

```
</td>
</tr>
<tr>
<td>
<table width="680" cellpadding="2px">
<tr><td><div align="left"><strong>AD BOOK ADVERTISEMENT SIZES</strong></div>
  <table width="100%" border="0">
    <tr>
      <td width="50%" style="padding:0px 15px 15px 0px;"><table width="320"
height="346px" border="0" style="background:url(sheet.JPG) no-repeat;">
        <tr><td valign="top"><table width="100%" border="0" cellpadding="3">
          <tr>
            <td><div align="left" style="padding-left:10px"><span class="STYLE5">Gold
page price: $</span>
              <input name="gold" type="text" size="10" />
            </div></td>
          </tr>
          <tr>
            <td><div align="left" style="padding-left:10px"><span
class="STYLE5">Silver page price: $</span>
              <input name="silver" type="text" size="10" />
            </div></td>
          </tr>
          <tr>
            <td class="STYLE5"><div align="left" style="padding-left:10px">Paper page
price: $
              <input name="paper" type="text" size="10" />
            </div></td>
          </tr>
        </table>
      <table width="100%" border="0" cellpadding="10">
        <tr>
          <td class="STYLE5"> <div align="left" style="padding-left:10px">1/2 page
price: $
              <input name="half" type="text" size="10" />
            </div></td>
          <tr>
            <td>
              <tr>
                <td height="6">
              </td>
            </tr>
          </tr>
        </table>
      <table width="100%" border="0" cellpadding="2">
        <tr>
          <td width="17">&nbsp;</td>
          <td width="145" class="STYLE5">1/4 page:$
            <input name="quarter" type="text" size="1" /></td>
          <td class="STYLE5"><div align="left">Biz Card:$
            <input name="biz" type="text" id="biz" size="1" />
          </div></td>
        </tr>
        <tr>
          <td>&nbsp;</td>
          <td>&nbsp;</td>
          <td>&nbsp;</td>
        </tr>
        <tr>
          <td style="height:26px"></td>
          <td></td>
          <td></td>
        </tr>
        <tr>
          <td>&nbsp;</td>
          <td>&nbsp;</td>
          <td>&nbsp;</td>
        </tr>
      </table>
    </td>
  </tr>
</table>
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CONFIDENTIAL

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                                test_yuan[1]
                                <td>&nbsp;</td>
                                <td><div align="left"><span class="STYLE5">Listing:$
                                <input name="list" type="text" id="list" size="1" />
                                </span></div></td>
                                </tr>
                                </table>

                                <table width="100%" border="0" cellpadding="3">
                                <tr>
                                <td width="17">&nbsp;</td>
                                <td width="145">&nbsp;</td>
                                <td style="padding:14px 0px 5px 0px;"><div align="left"><span
                                class="STYLE5">Message:$
                                <input name="message" type="text" id="message" size="1" />
                                </span></div></td>
                                </tr>
                                <tr>
                                <td>&nbsp;</td>
                                <td>&nbsp;</td>
                                <td style="padding:14px 0px 5px 0px;"><div align="left"><span
                                class="STYLE5">Doner:$
                                <input name="doner" type="text" id="doner" size="1" />
                                </span></div></td>
                                </tr>
                                </table></td></tr></table></td>
                                <td width="50%" valign="top"> <table width="320" style="border:1px solid
                                black" cellpadding="5"><tr><td><table width="100%" border="0">
                                <tr>
                                <td><div>
                                <p><span class="STYLE5">Attach your AD here</span><br />
                                <div style="border:solid 1px black; height:120px;width:290px"></div>
                                </div></td>
                                </tr>
                                <tr>
                                <td>&nbsp;</td>
                                </tr>
                                <tr>
                                <td><div><table width="100%" cellpadding="5">
                                <tr><td><div align="left"><span class="STYLE5">Company/Display Name:
                                </span>_____<span class="STYLE5">__</span></div></td>
                                </tr>
                                <tr><td><div align="left"><span class="STYLE5">Website URL:
                                _____</span>_____<span class="STYLE5">_</span></div></td>
                                </tr>
                                <tr><td><p align="left" class="STYLE5">Phone:
                                _____</p></td>
                                <tr><td>
                                <p align="left" class="STYLE5">Email:
                                _____</p></td>
                                </tr>
                                <tr><td class="STYLE5"><div align="left">Online Term:
                                 6 Months 
                                12 Months
                                </div></td></tr>
                                </table></div></td></tr>
                                </table></td></tr></table></td>
                                </tr>
                                </table></td>
                                </tr>
                                </table>

```

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test_yuan[1]
<div align="center" class="STYLE2">----- Fold Here
-----</div>
<p>
<table width="680" style="border-style:solid;border:1px black;" cellpadding="2px">
  <tr>
    <td><table width="95%" align="center" cellpadding="5">
      <tr>
        <td class="STYLE5"><div align="left">Name: _____
Company Name: _____</div></td>
      </tr>
      <tr>
        <td class="STYLE5"><div align="left">Address: _____
City: _____ State: ____ Zip: _____</div></td>
      </tr>
    </table></td>
  </tr>
</table><p>
<table width="680" cellpadding="2px">
  <tr>
    <td width="320"><div><table width="100%" cellpadding="5"
style="border-style:solid;border:1px black;">
      <tr><td><div align="center" class="STYLE5">Fill in your Credit Card
information to fulfill your pledge
or attach check and mail to:
      </div></td></tr>
      <tr><td class="STYLE5"><div align="left">Name on card:
      _____</div></td>
      </tr>
      <tr><td class="STYLE5"> <div align="left">card number:
      _____</div></td>
      </tr>
      <tr><td class="STYLE5"><div align="left">Expiration Date: _____ Sec.
Code: _____</div></td>
      </tr></table></div></td>
    <td valign="top"><table width="320" border="0" cellpadding="5"
style="border-style:solid;border:1px black;">
      <tr>
        <td valign="top"><p align="left" class="STYLE5">Organization Address:
        <input name="groupadd" /><br /></p></td>
        <td><p align="left" class="STYLE5"> City:
        <input name="gcity" size="4"/>
        State: <input name="gstate" size="2" />Zip: <input name="gzip"
size="2" /></p></td>
      </tr>
      <tr>
        <td><p align="center"><strong>THANK YOU!</strong></p></td>
      </tr>
    </table></td>
  </tr>
</table></td>
</tr>
</table><br /><p>
<input type="submit" value="Generate the form"/>
</td>
</tr>
<tr>
<td>&nbsp;</td>
</tr>
</table>
</form>

```

CONFIDENTIAL

test_yuan[1]

</center>
</body>
</html>

Bruce Fogelson

From: 张媛 [girlinhust@hotmail.com]
Sent: Thursday, March 05, 2009 2:44 PM
To: Bruce Fogelson
Subject: web ad-book form.

Bruce,

I am still working on the adbook forms. Here is the process of the website:

Adbook forms process

1. When an Organization comes to AdBookOnline website and needs an adbook form, he clicks the picture "Get Adbook Forms here" on the home page.
2. Then he will see a page has two options, one is "I only want an organization form" and "I want the form and also want AdbookOnline help me collect feedback data"
3. If the organization chooses the first option "I only want an organization form", he will see a form with blanks, and he needs to fill some organization information in the blanks. After that, press the submit button, he will get an adbook form with the organization information. He can either print the form or send it through email.
4. If the organization chooses the second option "I want the form and also want AdbookOnline help me collect feedback data", he will go to the same blank form, after he fill the organization information, the information will be stored in our database, and we will generate a HTML form for the organization. The organization can either print out the form or send it out by email.
5. If the donators get the form through email, they can choose to download the form and print it out, mail it back to the organization or directly fill the forms online and submit it. The online submitted forms' data will directly goes to our database.
6. The organization can come to our site and get the collection of data from the donators. We only collect data for the organizations, and will not charge credit cards. All the information we collected are confidential.

Please check if this process is ok. Thanks

Yuan

使用新一代 Windows Live Messenger 轻松交流和共享！ [立即下载！](#)

(c) To AdBook LLC - 2009

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Exhibit C page 8 of 8

03/05/2009

Early Phase Description of Electronic Form.

Exhibit

B

Bruce Fogelson

From: chonesty@yahoo.com
Sent: Saturday, February 07, 2009 7:43 PM
To: Bruce Fogelson
Subject: [AdBookOnline Contact] Ad Book On Line Greater Institutional AME Chruch Women\'s Ministry

Ad Book On Line

Form_name: freeforms
Function: add
Object: adbook_forms
Name: Crystal Honesty
Company: Greater Institutional AME Chruch Women\'s Ministry
Title:
Address: 7800 S. Indiana Avenue
City: Chicago
State: IL
Zip: 60619
Email: chonesty@yahoo.com
Phone: 773-616-0355
Survey_time_frame: ASAP
Survey_adbook_use: More or Less
Survey_members: 1-100
Survey_ful_page_ad_price: \$100-\$500
Comments:

The Terms The User Aggreed to by Submitting this Form: Notice & Agreement: By filling out this form and proceeding to view our demo, you understand and agree to be bound by this agreement that the information contained is confidential and proprietary. You will not disclose or use this information without the expressed written permission You are allowed to view our site demo in order to consider a business opportunity with us and that this opportunity is good and valuable consideration in acceptance with the terms of this confidentiality agreement. You also represent that the information in this form is materially true and correct. By submitting this form you indicate your acceptance. (c) 2000 - 2008 All Rights Reserved!

Bruce Fogelson

From: consultw@aol.com
Sent: Monday, January 05, 2009 11:23 AM
To: Bruce Fogelson
Subject: [AdBookOnline Contact] Ad Book On Line A3D, Inc.

Ad Book On Line

Form_name: demo
Function: add
Object: adbook_forms
Name: Donald Goldman
Company: A3D, Inc.
Title: Executive Director
Address: 11A Pearl Street
City: Salem
State: MA
Zip: 01970
Email: consultw@aol.com
Phone: 781-405-1909
Survey_time_frame: ASAP
Survey_adbook_use: Never
Survey_members: 1-100
Survey_full_page_ad_price: \$100-\$500
Comments: We are exploring the possibility of creating an ad book combined with a coloring or activity book for our Salem Culturefest held annually on the last weekend of July. Please forward information with details on cost and how your program works.

The Terms The User Aggreed to by Submitting this Form: Notice & Agreement: By filling out this form and proceeding to view our demo, you understand and agree to be bound by this agreement that the information contained is confidential and proprietary. You will not disclose or use this information without the expressed written permission You are allowed to view our site demo in order to consider a business opportunity with us and that this opportunity is good and valuable consideration in acceptance with the terms of this confidentiality agreement. You also represent that the information in this form is materially true and correct. By submitting this form you indicate your acceptance. (c) 2000 - 2008 All Rights Reserved!

Bruce Fogelson

From: swan1022@aol.com
Sent: Friday, January 02, 2009 6:54 PM
To: Bruce Fogelson
Subject: [AdBookOnline Contact] Ad Book On Line

Ad Book On Line

Form_name: freeforms
Function: add
Object: adbook_forms
Name: Annie swanstrom
Company:
Title:
Address:
City:
State:
Zip: 10128
Email: swan1022@aol.com
Phone: 9178480736
Survey_time_frame: ASAP
Survey_adbook_use: Yearly
Survey_members: 100-500
Survey_full_page_ad_price: Over \$500
Comments: Looking to do an ad book perhaps with an article or two. Thank you. Annie Swanstrom

The Terms The User Aggreed to by Submitting this Form: Notice & Agreement: By filling out this form and proceeding to view our demo, you understand and agree to be bound by this agreement that the information contained is confidential and proprietary. You will not disclose or use this information without the expressed written permission You are allowed to view our site demo in order to consider a business opportunity with us and that this opportunity is good and valuable consideration in acceptance with the terms of this confidentiality agreement. You also represent that the information in this form is materially true and correct. By submitting this form you indicate your acceptance. (c) 2000 - 2008 All Rights Reserved!

Exhibit

A

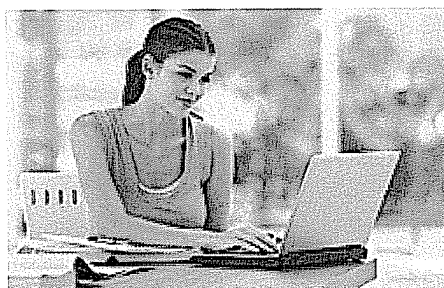
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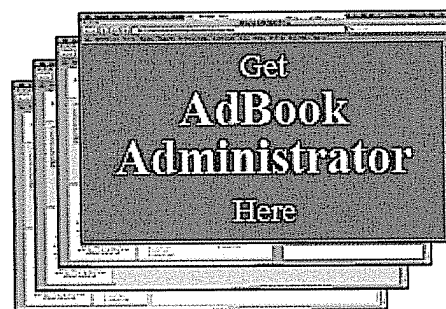
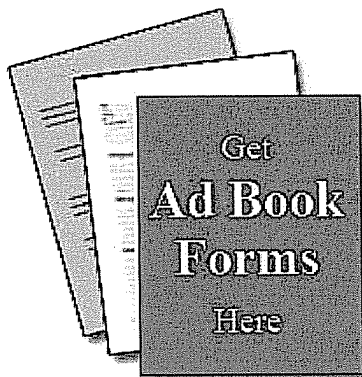
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- College or University
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- Baseball Teams
- Football Teams
- Soccer Teams
- Basketball Teams

Religious Ad Book Groups

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- Sunday School
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Community Ad Book Groups

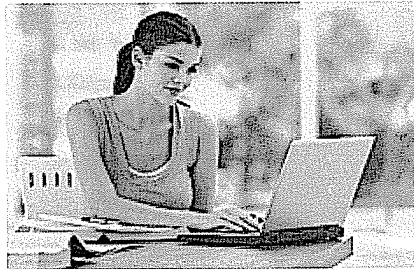
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Time Frame:

☐ ASAP☐ Just Looking☐ Later

Your group uses an AdBook?

☐ Yearly☐ More or Less ☐ Never

Members in your group:

☐ 1-100☐ 100-500 ☐ 500+

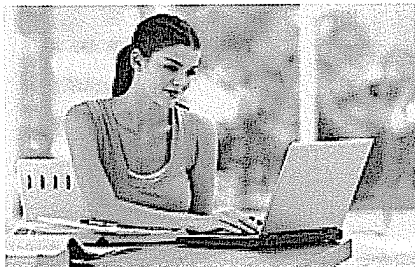
Est. price of Full Page Ad

☐ Under \$100☐ \$100-\$500☐ Over \$500

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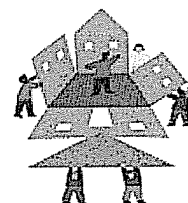
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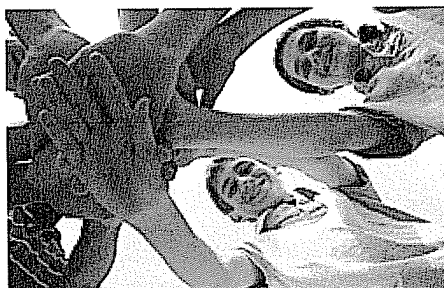
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Footnote: *It is a widely held misconception* that the familiar dictum "First, do no harm" comes from the Hippocratic Oath, the oath many physicians take when they enter medical practice. However, the Hippocratic Oath does not and never did contain those words. It expresses a sentiment similar in general meaning, but never employs the words "First, do no harm." It is the opinion of many scholars that Hippocrates did, in fact, originate the phrase, but in another of his writings, Epidemics, Bk. I, Sect. XI. One translation reads: "Declare the past, diagnose the present, foretell the future; practice these acts. As to diseases, make a habit of two things—to help, or at least to do no harm."

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About Ad Book Online

They say "no one wants to be the Ad-Book Chairman twice". Our goal is to be your automated Ad-Book Chairman and the best and only one you'll ever need.

There are roughly 800,000 to 1.5 million registered not-for-profit groups, organizations, associations, charities and roughly thousands of other groups, perhaps smaller and more local, such as school teams, neighborhood associations or clubs. The energy and good-works of these groups are directed at their own causes and they engage in a variety of fundraising techniques including dinners, outings, car washes, bake sales, raffles, and auctions. In addition to other fundraising events.

These organizations also raise money through "ad books" and similar print-promotions and programs. The solicitation, management, printing and "publishing" of these is the focus and business of AdBookOnline.com. In essence, we are the on-line Ad-Book Chairman for your group or organization.

Ad Books can be a good fundraising tool, but also complex and expensive. We have automated the work for you and thus reduced the process, procedure and printing costs (or to let your group print to your local preferred printer).

Constructing an ad book is time consuming and labor intensive, as it requires gathering advertisers, creating ads, collecting money, issuing receipts, organizing the layout of collected graphics, bidding for printing services, proofreading, publishing, and distributing.

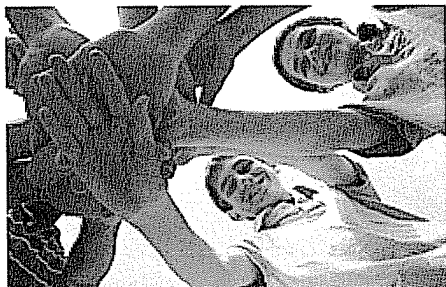
With the **Ad Book On Line Assistant** we are your assistant. Creating an Ad Book is now relatively simple and efficient. For those organizations developing the Ad Book, **ABOLA** also offers a great tool for managing their Ad Books and their accounts.

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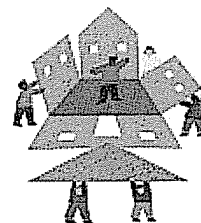
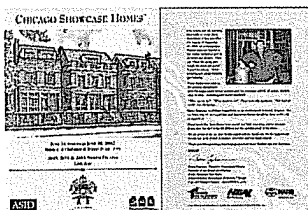
Our Company

AdBookOnline.com is AdBook LLC an Illinois limited liability company. The CEO and founder of AdBook LLC is Bruce A. Fogelson.

Fogelson founded the AdBook Online concept, with patents pending since the early 2000's. Fogelson is also the patent inventor of www.BuilderOnlineAssistant.com, and an award winning real estate developer in Chicago, Illinois.

Bruce Fogelson, and his company, **Paramount Homes** have won the Chicago Realtors "Good Neighbor Award" practically every year since 1993. Fogelsons motto **"Building neighborhoods and turning buyers into neighbors"** speaks to the broader social mission of his other ventures.

Among Fogelson's award winning projects was **The Chicago Home and Builders Foundation** with it's AdBook Campaign.



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These principals are the guiding direction expounded upon as follows:

- **Promote:** The promotion of our industry as an engine of economic growth and value toward our target marketplace of not for profit groups and to the public in general is paramount to our success as members and as an industry and an Association. Promotion frequently includes such methods as positive public relations, press releases, public-service announcements, industry alerts, co-marketing, joint advertising, maintaining and use of mailing lists and directories, social, educational and political events, peer-recognitions and awards, trade shows & conventions, educational symposiums, outings and similar efforts. To promote in association with each other can create authority, economy and effectiveness to our collective and shelter the sometimes loan voice of our individual members.
- **Practice:** Best practices, current methods and new inventions are all critical to our fast and technical industry and those we serve. The association will act as a clearinghouse for the collection, collaboration and peer review of industry practices. We avoid evaluating one practice or practitioner over another in favor of recognizing the contributions of each and the efforts of all. But this broadest industry vision will, from time to time, be focused by the occasional unifying view of recognized standards or best practices which can serve to propel the industry despite or over the lesser benefits of diversity. Thus is the nature of technology; to stand on the shoulders of giants but hear the voices of "who's next?" and or "who's best?"
- **Police:** An industry that polices itself helps guarantee judgment by its peers and avoids public reticule and over regulation. To police the principals and practices of members is to protect the good name of the industry and the effectiveness of this association. The first principals of the association is based on this Mission Statement and its corresponding Code of Ethics. All rules and rulings that stem there from will find validity through open and due process. All rules and rulings will find fairness by avoiding petty, private or political guile. And to further guarantee fair policing of its members, each member shall also bear the individual right to present its case against any member or the association, itself. To police and protect the industry and it's members from untruths, unreasonable regulation, unfair practices or poor professionalism is simply the watchful defense of our industry and the livelihoods of our members and the safeguarding of the promotion, practices and profession which are espoused in this mission statement.

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- II. Our products and services strive to use good practices and craftsmanship, incorporating high standards of ingenuity, value, safety, ease of use, integration, growth, long-life and future uses and service. Members shall act professionally, making good faith efforts to meet contractual, moral and ethical and social obligations and commitments regarding their business activities and personal dealings and shall espouse and promote these behaviors in word and deed.
- III. Members have a responsibility to keep informed of, engaged in and help guide the laws, regulations, public policies, impressions, and public information of our trade and educate ourselves and present to others such things as will affect our industry and the industry of our customers.
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The Association and its members recognize the obligation to safeguard ethics and police each other and the industry for the good of all and will do so with fairness, facts and due process. Members assume these responsibilities freely and solemnly, and are mindful that they are part of the obligations of membership and agree to be bound by this code of ethics, the bylaws of the Association and the judgments of peers.

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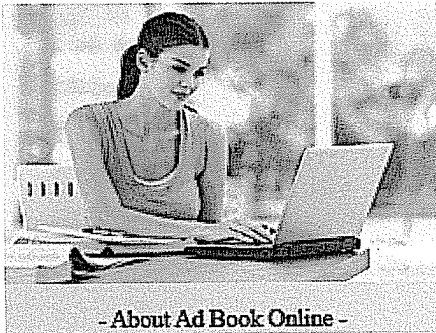
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United States Patent Application - 20070088608
Kind Code - A1 - Filed 2001

Method And System For Creating Ad-Books

Abstract

A method and apparatus and format and and form are provided for preparing ad-books or related print or publishing for an organization or organizations or a plethora of organizations over a communications network. The method includes preparing an ads or messages at a user terminal connected to the communications network. The method further includes processing the "ad" or message at a server connected to the communications network for placing the "ad" or message in an "ad-book" or printing or other publication. The method further includes an automated "ad-book" format or form for the soliciting and obtaining ads or messages which provides methods for collecting ad/message pricing, content, layout, billing and information for ad/message for "ad-book" and related printing or publishing. The method, apparatus, format or form are believed particularly useful to assist and consolidate the efforts of non-profit, charity and similar organizations who, though they may differ in many ways, all rely on ad-books and similar print and publications for their fundraising efforts.

A method for preparing ad-books, or related printing or publication, for a plethora of organizations, such method comprising: preparing advertisements by selecting choices relating to the "ad" or message at a user terminal connected to a communications network; receiving the prepared "ads" or messages at the server connected to the communications network; classifying the prepared "ads" or messages into at least one ad-book; and converting the prepared "ads" or messages into an "ad" or message to be placed into one or more ad-books, printed or published.

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